

IN THE CLAIMS:

Kindly cancel claims 1-8 without prejudice or admission and add the following new claims 9-28 as shown in the following listing of claims, which replaces all previous versions and listings of claims.

1. - 8. (canceled).

9. (new) A liquid crystal display device, comprising: a liquid crystal panel comprised of a pair of opposing substrates and a liquid crystal layer interposed between the opposing substrates; a polarizer provided over a first side of the liquid crystal panel; and a reflection-polarizing plate provided over a second side of the liquid crystal panel opposite the first side to reflect a polarization component of light that is polarized in a specific direction and transmit other polarization components of the light, the reflection-polarizing plate having a reflection axis set in the same direction as at least one of (1) a polarization direction of light that exits the liquid crystal panel after a polarization direction of the light has been changed by the liquid crystal layer, and (2) a polarization direction of light that exits the liquid crystal panel without having being changed in polarization direction by the liquid crystal layer.

10. (new) A liquid crystal display device according to claim 9; further comprising a light-shielding object provided over the reflection-polarizing plate for blocking unwanted light that has entered the liquid crystal panel from reaching the reflection-polarizing plate.

11. (new) A liquid crystal display device according to claim 9; further comprising a second polarizer provided over the reflection-polarizing plate and having an absorption axis that is that is in the same direction as the reflection axis of the reflection-polarizing plate.

12. (new) A liquid crystal display device according to claim 9; further comprising a diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate.

13. (new) A liquid crystal display device according to claim 9; further comprising a directive diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate for scattering light entering thereinto which is within a specific angular range and transmitting light that enters thereinto that is outside the specific angular range.

14. (new) A liquid crystal display device according to claim 13; wherein light scattered by the directive diffusion layer has directivity in a specific direction.

15. (new) A liquid crystal display device according to claim 9; further comprising a front light unit provided over the polarizer for irradiating the liquid crystal panel with light.

16. (new) A liquid crystal display device according to claim 9; further comprising a driver circuit for supplying a first set of driving signals to the liquid crystal panel to produce a given display when viewed from the first side and converting the driving signals to produce the given display when viewed from the second side.

17. (new) A liquid crystal display device according to claim 9; wherein the polarizer absorbs a specific linear polarization component and transmits other polarization components.

18. (new) A liquid crystal display device according to claim 9; wherein the reflection-polarizing plate reflects a specific linear polarization component and transmits other polarization components.

19. (new) A liquid crystal display device according to claim 9; wherein the polarization direction of light that has reached the liquid crystal panel is changed in an OFF region of the liquid crystal layer in accordance with the twist angle of liquid crystal molecules of the liquid crystal layer.

20. (new) A liquid crystal display device according to claim 9; wherein incident light that travels through an ON region of the liquid crystal layer maintains the polarization direction of the incident light and exits the liquid crystal panel without a change in polarization direction, and a polarization component of the exit light that matches the reflection axis of the reflection-polarization plate is reflected by the reflection-polarizing plate, whereas other components of the exit light pass through the reflection-polarizing plate.

21. (new) A liquid crystal display device according to claim 20; wherein, if the direction of the polarization axis of incident light that has passed through an OFF region of the liquid crystal layer matches the direction of the reflection axis of the reflection-polarizing plate, the light that has passed through the OFF region of the liquid crystal layer is reflected by the reflection-polarizing plate and reaches the first side but not the second side, whereas

incident light that has passed through the ON region of the liquid crystal panel is transmitted through the reflection-polarizing plate and reaches the second side.

22. (new) A liquid crystal display device according to claim 21; wherein, as viewed from the first side, the OFF region of the liquid crystal panel produces a bright display and the ON region of the liquid crystal panel produces a dark display, whereas, as viewed from the second side, the OFF region of the liquid crystal panel produces a dark display and the ON region of the liquid crystal panel produces a bright display.

23. (new) A liquid crystal display device according to claim 21; wherein the polarization axis of light that has passed through the OFF region of the liquid crystal panel is set parallel to the reflection axis of the reflection-polarizing plate, so that the liquid crystal display device displays a positive display of a total reflection mode when viewed from the first side and a negative display of a total transmission mode when viewed from the second side.

24. (new) A liquid crystal display device, comprising: a liquid crystal panel comprised of a pair of opposing substrates and a liquid crystal layer interposed between the opposing substrates; a polarizer provided over a

first side of the liquid crystal panel; a reflection-polarizing plate provided over a second side of the liquid crystal panel opposite the first side to reflect a polarization component of light that is polarized in a specific direction and transmit other polarization components of the light; and a driving circuit for supplying a first set of driving signals to the liquid crystal panel to produce a given display when viewed from the first side and converting the driving signals to produce the given display when viewed from the second side.

25. (new) A liquid crystal display device according to claim 24; wherein the reflection-polarizing plate has a reflection axis set in the same direction as at least one of (1) a polarization direction of light that exits the liquid crystal panel after a polarization direction of the light has been changed by the liquid crystal layer, and (2) a polarization direction of light that exits the liquid crystal panel without having been changed in polarization direction by the liquid crystal layer.

26. (new) A liquid crystal display device according to claim 24; further comprising a second polarizer provided over the reflection-polarizing plate and having an absorption axis that is in the same direction as the reflection axis of the reflection-polarizing plate.

27. (new) A liquid crystal display device according to claim 24; further comprising a diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate.

28. (new) A liquid crystal display device according to claim 24; further comprising a directive diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate for scattering light entering thereinto which is within a specific angular range and transmitting light that enters thereinto that is outside the specific angular range.